

2008

Business trends in Malaga 2001-2008 : comparative report

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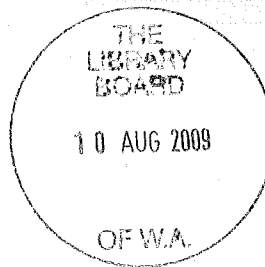
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Business trends in Malaga 2001-2008

Comparative report



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The Malaga businesses who took the time to respond to the survey

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Key Findings

- The average age of Malaga business owners has been increasing since 2001. Whilst those in the age category 41-50 have remained constant over all three data collection points, the proportion of respondents aged Under 30 and 31-40 has been steadily decreasing, while the proportion of those 51-60 and Over 60 has been steadily increasing. This has implication for succession issues for many Malaga businesses owners.
- The size of businesses, as defined by number of employees, has not changed significantly over time. Most Malaga businesses are micro businesses; that is they employ less than 5 staff.
- Results showed a 15% rise in the amount of business owners surveyed who were members of a business association from 40% in 2004 to 55% in 2008. This has positive implications for the City as engaging with the local business community helps business owners to form business to business relationships within the area and also creates a business and social community, leading to business owners feeling greater satisfaction with their location.
- The vast majority of Malaga businesses (92%) now have broadband connectivity as opposed to only 41% in 2004 (see Table 6). The 2004 report recommended that the availability of broadband for Malaga was a priority due to the fact that 51% of respondents in 2004 stated that they thought broadband access would improve their business. Although a large proportion of this 51% increase in broadband use from 41% in 2001 to 93% in 2008 is most likely due to improved technology, broadband access is an area that has been championed by the City of Swan as an economic facilitator.
- There has been a near doubling of respondents listing traffic when asked about the aspects of Malaga that they liked least in 2008 compared to 2004 (19% and 10% respectively). Given that Malaga has been growing steadily and is currently reaching capacity, increased traffic would be expected. As Malaga reaches capacity and growth slows it is possible that the traffic flow will also reach its peak and equalise.

Background to the Study

The 2008 study is the third study of businesses and economic activity in Malaga that has been undertaken by the Small & Medium Enterprise Research Centre at Edith Cowan University, the first being in 2001 and the second being in 2004. A complete report of the 2008 findings has been completed, and this supplementary report contains comparative information from all three studies (2001, 2004 and 2008) with the aim of identifying the direction of economic development in Malaga and any changes that have taken place over time.

Malaga as an industrial area is a significant contributor to the City of Swan's revenue base. It is a purpose built and designed industrial area and has the capacity for approximately 2600 business lots. The City has been cognisant for the past 10 years of the importance of having planned economic activity in its most important industrial area and of the necessity of developing a vibrant and stimulating environment for businesses. This includes both attraction and retention strategies and also the necessity of monitoring business activity at specific points in time, so as to keep abreast of trends and changes.

What should be noted is the macro and micro environmental situation at the three points in time when the surveys were conducted. In the second quarter of 2001 the Australian economy was slowing after 10 continuous years of growth, with interest rates reaching a 30 year low in the last quarter of the year. The first quarter of 2004 saw economic growth slow from the high growth of late 2003, but remain at a comfortable level, with unemployment reaching a 20 year low. In the third quarter of 2008 a global credit crisis had begun, which by the fourth quarter (when this current survey was undertaken), had filtered down to have a significant effect on all business. This financial squeeze and the commensurate lowering of business confidence is something that needs to be taken into consideration.

Methodology

For each of the data collections, postal surveys were conducted using databases supplied by the City. Response rates were 41% in the 2001 survey, 35% in the 2004 survey and 10% in the 2008 survey. Although the 2008 response was significantly lower than the previous two data collections, a 10% response rate is an average response for a postal survey to businesses and is therefore still respectable and allows a good level of analysis. The lower response rate in this survey may be due to factors such as increased workload of owners due to the skills shortage that affected all businesses in WA in 2007 and 2008. With the changing economic conditions at the end of 2008, the skills shortage appears to be easing although it is still apparent from the responses to questions regarding staff vacancies in this survey, with 40% of responding businesses having staff vacancies and 89% of those with vacancies having difficulties filling the positions. Another reason for the lower response could be the current 'financial crisis', which would have contributed to business owners being solely focused on core business activities.

The postal surveys were followed up with focus groups of business owners in order to explore some of the issues raised in the postal survey in greater detail.

Analysis

The analysis that follows is percentage or numeric comparisons of similar questions that have been asked in all three previous surveys or in the past two surveys. However the three surveys were not replicated exactly each time, hence some of the questions that appear in the most recent survey report were not asked in the 2001 and/or the 2004 surveys.

Demographic information

Gender

Gender of respondents in 2008 stayed relatively constant compared to 2004 results, with a 2% increase in male respondents to 78%. This is consistent with the type of businesses being operated in Malaga being characteristically male operated, as opposed to the general small business gender ownership ratio being 67:33 male to female.

Age

Results indicate that the average age of business owners in Malaga has been increasing since 2001. Whilst those in the age category 41-50 have remained constant over all three data collection points, the proportion of respondents aged Under 30 and 31-40 has been steadily decreasing, while the proportion of those 51-60 and Over 60 has been steadily increasing, as indicated in Table 1. This indicates that there is an increasing proportion of business owners in



Malaga who are approaching retirement age. . This has implication for succession issues for many Malaga businesses owners. There are numerous succession options, including handing over to other family members, selling to family or non family or simply closing the business. The last option is least preferable as it can affect the overall dynamism of a business area.

The business entity

Industry

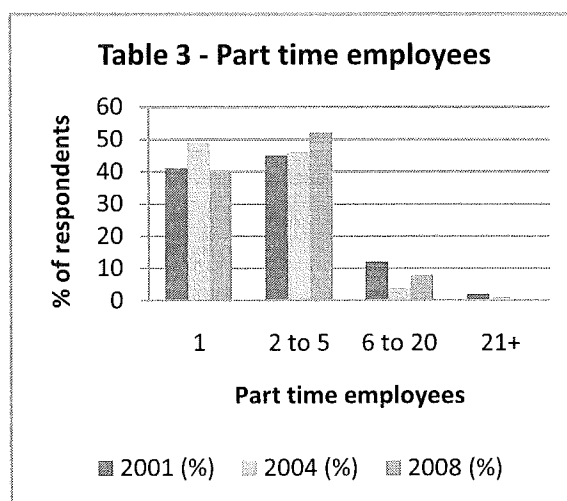
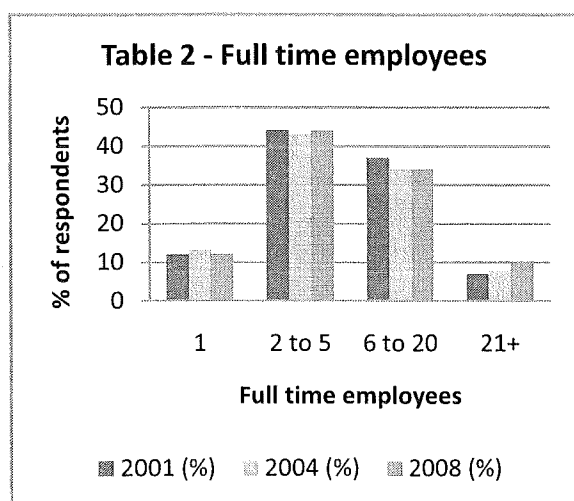
Industry type has remained relatively steady over the three surveys. Manufacturing still remains the largest industry sector, accounting for approximately a quarter of all businesses, followed by wholesale and then trades based businesses. A point to note is that whereas manufacturing has always been the biggest industry sector, there were fluctuations between the data collection points, for example it accounted for 24% in 2001; 22% in 2004; and then increased by 6% to 28% in 2008.

Ownership

Responses indicate a 4% increase in independently owned/operated businesses responses in 2008 compared to 2004, at 84%. Other ownership types (head office companies, subsidiary or branch companies and franchises) were only marginally different, with 1% changes.

Employees

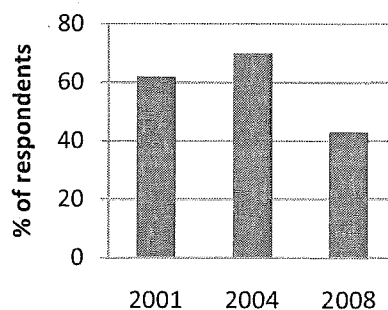
The number of full time staff employed in Malaga businesses remained in approximately the same proportions over the three data collection points, as can be seen from Table 2. The majority of Malaga businesses can be classified as small businesses, having 1 to 20 employees (93% in 2001; 92% in 2004; 90% in 2008). This size category can be further reduced to the smallest business size category, being micro businesses (those employing less than 5 staff), and survey results indicate that the number of micro businesses has remained constant over the three data collection points at 56% of all businesses.



In regards to part-time employees, there are slight changes between the data collection points (see Table 3). The number of part time employees is relatively unchanged in 2008 (mean 2.8) compared to 2004 (mean 2.4), but a slight drop from the 2001 results (mean 3.6). Results indicate that few Malaga businesses have more than 20 part time employees (2% in 2001, 1% in 2004, 0% in 2008), with the majority having less than 5 part time employees (86% in 2001; 95% in 2004; 92% in 2008).

When asked if expansion plans for the following 12 months included hiring staff, there was a significant reduction in those who answered yes in 2008 compared to the previous two surveys, as can be seen in Table 4. 62% of respondents indicated they would hire staff in the next 12 months in 2001, which rose to 70% in 2004 and then dropped to 43% in 2008. Data was also collected on the number of employees respondents were planning on hiring in the following 12 months. These figures show that on average, companies were planning on hiring a greater number of staff in the next 12 months in 2001 (2.9) and 2008 (3.0) as compared to 2004 (2.2).

Table 4 - Intention to hire staff in the next 12 months



As the majority of the survey data for 2008 was collected prior to the economic downturn which occurred in the fourth quarter of the year, the 27% drop in companies planning on hiring staff as a part of their expansion plans is most likely not caused by this factor. A possible cause is the fact that Malaga is nearing capacity, and hence there are a lot of more established businesses in the area now (in 2008) compared to the previous data collections. More established businesses have generally already built up a strong core of staff, and hence the need to hire more staff would be reduced.

Due to the economic downturn which occurred in the fourth quarter of 2008, there may have been a further drop in those planning on hiring in the next 12 months since the survey data was collected.

Transport

Results regarding employees' mode of transport indicate that practices have not changed significantly over the three data collection points. In all three surveys, the vast majority of employees drive a car or motorcycle to work, and few of those who drive carpool (2% in 2001; 1% in 2004; 3% in 2008).

When asked about facilities that were lacking in Malaga, 3% of respondents in both the 2001 and 2004 surveys listed public transport. In the 2008 survey when asked to list issues that were important to them, 6% of respondents indicated that there was a lack of public transport and 2% indicated a lack of pathways. These results indicate that lack of public transport has become more of an issue in the 2008 survey. Whereas these are not high percentages, this should not be interpreted as evidence of an adequate public transport system. The whole of metropolitan Perth suffers from a lack of good public transport, therefore there is tacit acceptance that good public does not exist and therefore an issue that business owners have little if any control over.

The issue of public transport and pathways was also discussed at length in the 2008 focus groups. Several business owners expressed that people working for them (for example youth and people with disabilities) had trouble getting to the area due to a lack of public

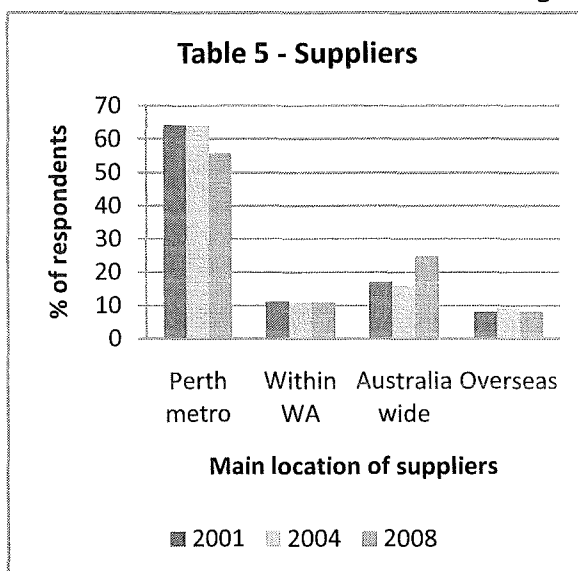
transport. One business owner had lost an employee because they didn't drive and were finding it difficult to get to work.

Environment

The percentage of respondents indicating that they would participate in an industry specific environmental program was comparable in 2004 and 2008, with approximately three quarters expressing their interest (74% and 76% respectively). This is a high figure however caution does need to be exercised with this finding as in reality it may not transcend into action. Expressing a desire to doing something does not always translate into it actually happening, especially when the majority of businesses predominantly focus on bottom line survival rather than engaging in behaviour change (that may cost the business money) to bring about better environmental management practices.

Customers and suppliers

An initial interest in the 2001 survey was determining how much local trading was occurring within Malaga. Results from 2001 showed that there was not much active local trading in the area, with less than 10% of the businesses having the majority of their suppliers or customers within Malaga. 2004 results were similar, with 10% stating that the majority of their clients and 8% stating that the majority of their customers were in Malaga, as were 2008 results with 7% having the majority of their suppliers and 6% having the majority of their customers within Malaga. This indicates that there is room for encouraging more business to business and business to consumer activity in the area. This is the type of activity that the City should continue to be involved with, as it has the power and influence to be able to drive initiatives.



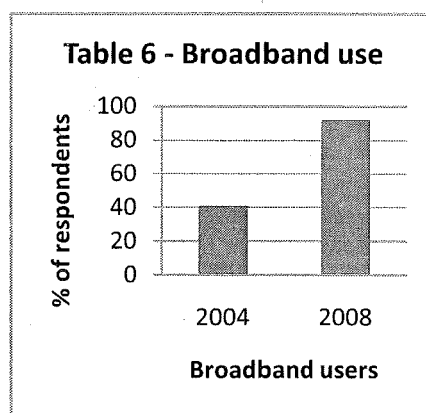
Overall comparison of the location of the respondents suppliers also shows that there was little change between the three years, with the most significant difference a 9% increase in suppliers who are located Australia wide in 2008 as compared to the previous data collection in 2004 (see Table 5). There was also an 8% decrease in suppliers located in the Perth metro region in 2008 as compared to 2004 and 2001, however neither of these changes are significant.

Exporting

There is a slight rise in the proportion of businesses who export product in 2008, with 17% reporting that they export as compared to 14% in 2004. Of those who do export, slightly more than half report exporting less than 10% of their product in both 2004 and 2008 (55% and 52% respectively). There is also a rise in the percentage of companies who reported exporting more than half of their product in 2008 (20%) compared to 2004 (11%).

Technology

The vast majority of Malaga businesses (92%) are now on broadband as opposed to only 41% in 2004 (see Table 6). This is a positive, as the 2004 report recommended that the availability of broadband for Malaga was a priority due to the fact that 51% of respondents in 2004 stated that they thought broadband access would improve their business. Although a large proportion of this 51% increase in broadband use is most likely due to the progression of technology and reduction in cost, broadband access is an area that has been championed by the City of Swan as an economic facilitator.



Business expectations

Business expectations in 2008 were comparable to the 2004 results, with only a two percent decrease in the proportion of respondents who were planning to expand their businesses in the next 12 months (56% and 58% respectively). This is perhaps due to relatively stable economic conditions; however the economic downturn which began in the last quarter of 2008 and subsequent impending recession may have changed these expectations since the survey data was collected.

Business support services

There was no significant difference in awareness of business support services. The largest differences are in respondent's awareness of services and programs by the City of Swan, with results showing a 9% increase from 33% in 2004 to 42% in 2008. There was also an 8% drop in awareness of the Small Business Development Corporation, from 50% in 2004 to 42% in 2008.

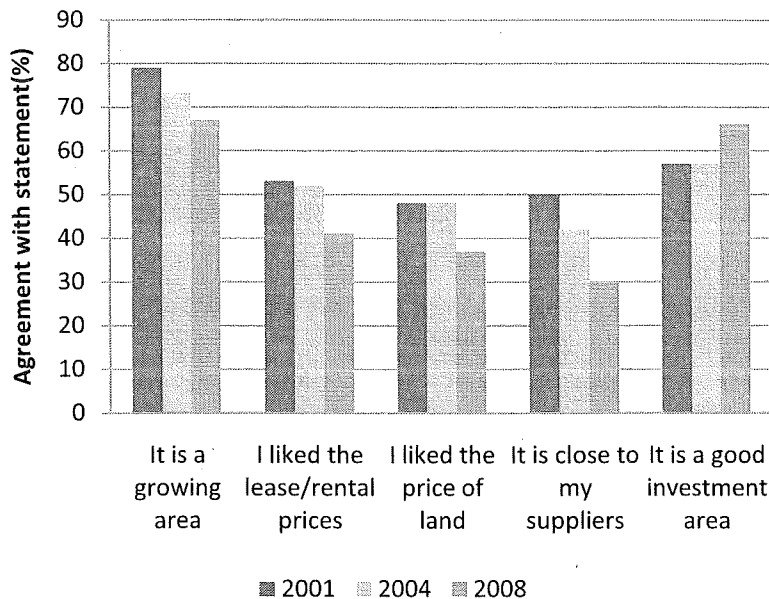
Results showed a 15% rise in the amount of business owners surveyed who were members of a business association from 40% in 2004 to 55% in 2008. This is promising as engaging with the local business community helps business owners to form business to business relationships within the area and also creates a community feel, leading to business owners feeling greater satisfaction with their location.

Reasons for locating in Malaga

The reason businesses chose to locate in Malaga has been a repetitive question in all three surveys. A series of statements about why businesses chose to locate in Malaga were given with the intention of determining the main reasons for choosing Malaga as a location for their business. For each choice, answers were given on a 6 point Likert scale, ranging from 'Strongly disagree' (1) to 'Strongly agree' (6). It should be noted that not all respondents answered all of the statements. All statements began with the generic introduction "I chose Malaga as my location because..."

The main reasons for being located in Malaga have not altered significantly, however there are some small changes that can be noted. Results indicate that the fact that 'Malaga is a

Table 7 - I chose Malaga because...



growing area' is becoming less of a reason why people locate there, with 79% of respondents agreeing with the statement in 2001, 73% in 2004 and 67% in 2008 (see Table 7). This is probably due to the fact that the area is reaching capacity as far as land available for business, and hence growth is slowing.

The fact that Malaga is reaching capacity also means that the cost of land and rent/lease prices

in the area reflects that there is a smaller amount of cheap land available. In addition, the economic boom that Perth was experiencing up until the third quarter of 2008 also pushed up commercial as well as domestic real estate prices. This is indicated in the survey results, with the proportion of respondents who agreed with the statements 'I liked the lease/rental prices' and 'I liked the price of land' dropping in 2008 compared to the previous two data collections in 2001 and 2004, where the proportion of respondent who agreed with the statement remained relatively constant (see Table 7).

Another statement to which the proportion of respondents agreeing has been declining is 'It is close to my suppliers'. In 2001, 50% of respondents agreed with this statement, which dropped to 42% in 2004 and 30% in 2008.

The statement 'It is a good investment area' was agreed with by 57% of respondents in both 2001 and 2004, and this proportion rose to 66% in the 2008 survey.

It is important to remember with these statements that the change in responses between data collection periods was not significant for any of the statements. Also, less respondents agreeing with the statement as a reason for locating in Malaga doesn't necessarily mean they don't agree that the statement is a positive aspect of the area overall. For example, for the statement 'I liked the look of the area', 45% of the 2008 survey respondents agreed that this was a reason they moved to Malaga. The other respondents may still think Malaga is a nice looking area, but it may not be a priority for them as far as choosing somewhere to locate their business.

Opinions on Malaga

In 2001 and 2004, respondents were asked the question 'Do you think Malaga is a place that should be reserved specifically for industry (not general business)?'. Fewer respondents agreed with the statement in 2004 than in 2001 (25% compared to 30%). Further, 40% strongly disagreed, indicating that the majority of respondents believe that Malaga should not be reserved specifically for industry.

Whilst there was no question in the 2008 survey about the land use in Malaga, it was a subject that was brought up in the focus groups held with business owners who had completed the 2008 survey in order to get some more in depth information. One issue raised was the need to review the Town Planning Scheme in order to accommodate more diverse land use which would make the establishment of professional offices permissible within Malaga. Another issue was that of zoning and the fact that separating the commercial and industrial areas would alleviate pressure on amenities and facilities, (e.g. parking) in the industrial area.

Issues

When asked about the aspects of Malaga that they liked least, traffic was mentioned most often in the 2008 survey, at 19% of respondents. This is nearly double the 10% of people mentioning traffic in the 2004 survey. The majority of traffic issues in 2008 were about congestion on major roads and intersections. Given that Malaga has been growing steadily and is currently reaching capacity, increased traffic would be expected. As Malaga reaches capacity and growth slows it is possible that the traffic flow will also reach its peak and equalise.

Crime and security issues were also mentioned as 'Least liked' about Malaga. This was the most quoted response in 2004 at 17%, but dropped to 11% in 2008. When asked in 2008 for their suggestions for dealing with crime in Malaga, 35% of respondents answered the question. The most often mentioned answers were better surveillance in the form of patrols (12%), police (11%) and cameras (7%). Other answers included tougher penalties for offenders (6%), better security (6%) and better lighting (6%). Crime was also mentioned in the 2008 focus groups, including hoons, theft and damage. One focus group participant expressed his frustration at having to ring around to several different organisations to report graffiti and have it removed. Participants in the focus groups also acknowledged that crime "Will never be solved but may be reduced" and that "I don't think it [crime in Malaga] is any worse than any other industrial area".

Landscaping and appearance were the third most disliked aspects of Malaga after traffic and crime and security, with the percentage of respondents who mentioned it remaining relatively steady in 2004 and 2008 (7% and 10% respectively). This possibly indicates that the landscaping and appearance of Malaga has not improved dramatically since 2004 and the fact that it's in the top three most disliked things about the area indicates that Malaga residents still think it is a relatively important issue.

Amenities and facilities

In the 2001 and 2004 surveys, respondents were asked if they thought Malaga was lacking any facilities. 36% of people agreed that Malaga was lacking facilities in 2001 and this figure rose to 43% in 2004. Of these, the facilities most mentioned as lacking in 2004 were supermarkets and retail shops (8%, double the 4% response in 2001), banks (7%, 6% in 2001), restaurants and eating facilities (7%, 5% in 2001) and broadband (6%, not mentioned in the 2001 survey). Also mentioned were postal facilities (post offices/post boxes), public transport and childcare facilities.

There was no question related to general facilities in the 2008 survey, however when asked 'If I had \$5 million to spend on improving Malaga in the next year I would...', 9% indicated that they would spend the money on amenities and facilities. These included public transport (7 respondents), restaurants (3 respondents), footpaths (2 respondents), banks, childcare centres, retail shops and open space (1 response each).

Broadband and power issues are also mentioned in the 2008 survey in response to the question asking respondents to list issues affecting them within Malaga. Four respondents mentioned broadband access, with a further 5 mentioning the power supply, one specifying blackouts. Blackouts were also discussed in the 2008 focus groups, with two participants mentioning that power cuts in summer were an issue that affected their business. The issue of power supply is not significant due to the small percentage of respondents (less than 3%) who mentioned it as an issue. Broadband, however, is a more significant issue, with 14% of respondents stating that they had trouble accessing broadband.

Summary

In summary, Malaga as an industrial area is a solid and consistent performer in terms of attracting and retaining business and as the area fully matures it is likely to remain so. Over the three surveys that were conducted in 2001, 2004 and 2008, there were some issues that have emerged that the City needs to consider. Issues that were mentioned by some respondents, such as poor public transport and petty crime, are replicated everywhere in Australia and also in some areas overseas. The City should be cognisant of these issues and continue to work with the respective State or federal agencies, where appropriate.

There was one other notable issue, that being the aging of the business owners. This in itself is not something that the City can independently do anything about, but it is important to be mindful of the fact that there is a real possibility of a significant number of current business owners exiting their businesses over the next 5 years. This could also result in some of those businesses not continuing, thus affecting the vibrancy and strong economic activity in Malaga, in the short term.

One of the key factors that has ensured that Malaga has developed into a strong economic hub for the City is the hands-on involvement by the City in Malaga. Given this strategy has worked up to this point in time, it would seem logical to continue to maintain a City of Swan presence in the area. Finally, it is recommended that the business snapshot continued to be repeated every three to four years, so as to maintain the dedicated business intelligence that the survey produces for the City.

Results

Demographic information

Gender

	2001 (%)	2004 (%)	2008 (%)
Male	83	76	78
Female	17	24	22
Total	100	100	100

Age

	2001 (%)	2004 (%)	2008 (%)
Under 30	11	9	3
31-40	30	24	16
41-50	35	36	36
51-60	20	24	32
Over 60	4	7	13
Total	100	100	100

Location

Approximate distance from Malaga (km's)	2001 (%)	2004 (%)	2008 (%)
0-5	38	27	33
5-10	32	44	45
10-20	6	6	9
20+	24	23	13
Total	100	100	100

The business entity

Job title

Job title/position	2001 (%)	2004 (%)	2008 (%)
Owner	70	65	63
Manager	23	21	26
Supervisor	1	2	2
Other	6	12	9
Total	100	100	100

Business types

Industry	2001 (%)	2004 (%)	2008 (%)
Manufacturing	24	22	28
Wholesale	20	16	14
Business/professional services	13	16	12
Trades	11	9	11
Retail	9	12	10
Building and construction	5	8	7
Other	4	6	6
Automotive repair/maintenance	10	7	5
Recreation	1	1	3
Transport	2	1	2
Mining and related	1	2	2
Total	100	100	100

Business ownership

Business entity	2001 (%)	2004 (%)	2008 (%)
Independently owned/operated	86	80	84
A head office company	4	4	3
A subsidiary or branch company	5	12	11
A franchise	2	2	1
Other	3	2	1
Total	100	100	100

Employees

Full time employees	2001 (%)	2004 (%)	2008 (%)
1	12	13	12
2-5	44	43	44
6-20	37	34	34
21+	7	8	10
Total	100	100	100
Mean	7.4	8.7	10.6

Part time employees	2001 (%)	2004 (%)	2008 (%)
1	41	49	40
2-5	45	46	52
6-20	12	4	8
21+	2	1	0
Total	100	100	100
Mean	3.6	2.6	2.8

Casual employees	2004 (%)	2008 (%)
1	32	42
2-5	44	40
6-20	21	12
21+	3	6
Total	100	100
Mean	3.9	5.1

Transport

Do the majority of employees live within 10 minutes drive?

	2001 (%)	2004 (%)	2008 (%)
Yes	40	32	32
No	56	66	62
Unsure	4	3	6
Total	100	100	100

How do the majority of your staff get to work?

	2001 (%)	2004 (%)	2008 (%)
Car/motorcycle	99	99	97
Public transport	0	0	2
Bike	1	0	1
Walk	0	0	0
Other	0	1	0
Total	100	100	100

If by car do they...?

	2001 (%)	2004 (%)	2008 (%)
Drive solo	97	98	95
Car pool	2	1	3
Unsure	1	1	2
Total	100	100	100

Environmental concerns

If there was an environmental program specific to your industry, would you participate?

	2004 (%)	2008 (%)
Yes	74	76
No	26	24
Total	100	100

Customers and suppliers

Customer locations	2001 (%)	2004 (%)	2008 (%)
Within Malaga	6	8	6
Eastern Perth	6	1	2
Perth Metro	52	43	48
All of WA	30	43	33
Eastern States	4	3	2
Nationwide	-	-	6
Overseas	2	2	3
Don't know	-	-	0
Total		100	100

Supplier locations	2001 (%)	2004 (%)	2008 (%)
Within Malaga	7	10	7
Eastern Perth	4	2	2
Perth Metro	53	52	46
All of WA	11	11	11
Eastern States	17	16	18
Nationwide	-	-	7
Overseas	8	9	8
Don't know	-	-	1
Total		100	100

Do you export any of your products?

	2004 (%)	2008 (%)
Yes	14	17
No	86	83
Total	100	100

Technology

Do you use broadband Internet?

	2004 (%)	2008 (%)
Yes	41	92
No	57	8
Not sure	2	-
Total	100	100

Do you conduct research and development?

	2004 (%)	2008 (%)
Yes	26	25
No	74	75
Total	100	100

Business expectations

In the next 12 months, what are your business expectations?

	2001 (%)	2004 (%)	2008 (%)
Grow/expand	68	58	56
Downsize	-	-	5
Not grow/expand	21	16	-
Stay the same	-	-	39
Not sure	11	26	-
Total	100	100	100

If expanding, do plans include...?

	2001 (%)	2004 (%)	2008 (%)
Employing more staff	62	70	43
Investing in new equipment	67	70	36
Developing new products or services	75	74	33
Developing new markets	86	-	-
Developing new local markets	-	76	31
Developing new international markets	-	23	17
Expanding within Malaga	-	19	13
Moving to larger premises	18	-	-
Expanding on an existing site	24	23	10
Moving out of Malaga	5	3	6

If planning on employing new staff, how many new staff do you plan on hiring?

Number of employees	2001 (%)	2004 (%)	2008 (%)
1	29	26	20
2-5	63	68	71
6-10	7	6	9
11+	1	0	0
Total	100	100	100
Mean	2.90	2.20	2.98

Business support services

Are you aware of the services or programs offered by...?

	2004 (%)	2008 (%)
AusIndustry	21	14
Austrade	32	26
Chamber of Commerce and Industry (CCI)	44	49
City of Swan	33	42
Department of Industry and Resources (DoIR)	27	14
Enterprise Connect	-	7
Malaga and Districts Business Association (MDBA)	45	51
Malaga BEC	35	-
Small Business Centre (Stirling, Midland)	-	24
Small Business Development Corporation (SBDC)	50	42
Swan Chamber of Commerce	-	19
www.malagabusiness.com.au	-	38

Are you a member of any business associations?

	2004 (%)	2008 (%)
Yes	40	55
No	60	45
Total	100	100

Are you a member of any professional associations?

	2004 (%)	2008 (%)
Yes	22	31
No	78	69
Total	100	100

Reasons for being in Malaga

I chose Malaga as my business location because...	Strongly disagree	2	3	4	5	Strongly agree	NA	No response	Total	Agreement with statement*
	%	%	%	%	%	%	%	%	%	%
It is close to major roads										
2001	3	5	11	17	22	30	10	2	100	69
2004	4	5	10	19	26	25	6	5	100	70
2008	3	3	12	18	33	25	-	6	100	76
Space/land was readily available										
2001	2	3	5	14	26	37	10	3	100	77
2004	4	4	6	16	27	30	10	3	100	73
2008	8	3	12	18	27	28	-	4	100	73
It is a growing area										
2001	2	2	7	16	30	33	9	1	100	79
2004	2	4	9	17	27	29	8	4	100	73
2008	7	4	15	16	30	21	-	7	100	67
It is a good investment area										
2001	3	3	10	16	21	20	25	2	100	57
2004	4	5	9	19	18	20	19	6	100	57
2008	10	5	13	21	24	21	-	6	100	66
It is close to my home										
2001	13	9	11	14	10	27	14	2	100	51
2004	10	10	14	17	15	22	9	3	100	54
2008	12	12	16	16	12	26	-	6	100	54
It is close to other industrial areas										
2001	8	8	16	20	14	12	18	4	100	46
2004	6	8	16	22	18	11	14	5	100	51
2008	12	9	22	25	13	12	-	7	100	50
It is close to the Perth CBD										
2001	9	9	21	22	12	8	17	2	100	42
2004	10	12	19	19	15	7	15	3	100	41
2008	11	13	21	28	13	5	-	9	100	46
I liked the look of the area										
2001	7	6	18	21	18	14	14	2	100	53
2004	8	8	13	24	22	11	11	3	100	57
2008	12	14	21	20	17	8	-	8	100	45
I liked the lease/rental prices										
2001	5	5	9	15	21	17	25	3	100	53
2004	6	5	10	17	21	14	22	5	100	52
2008	10	10	23	16	14	11	-	16	100	41
It is close to my customers										
2001	14	12	17	14	8	12	21	2	100	34
2004	13	8	18	16	9	9	20	7	100	34
2008	21	12	23	14	9	14	-	7	100	37
I liked the price of land										
2001	6	4	7	13	19	16	32	3	100	48
2004	5	7	10	16	16	16	27	3	100	48
2008	17	14	21	8	16	13	-	11	100	37

*'Agreement with statement' was counted as responses of 4 or more.

I chose Malaga as my business location because... (continued)	Strongly disagree	2	3	4	5	Strongly agree	NA	No response	Total	Agreement with statement*
	%	%	%	%	%	%	%	%	%	%
It is close to the airport										
2001	19	13	13	11	6	7	29	2	100	24
2004	16	14	17	11	11	6	22	3	100	28
2008	20	18	19	17	10	6	-	10	100	33
It is close to my suppliers										
2001	20	14	16	12	4	6	26	2	100	50
2004	16	10	16	14	8	5	26	5	100	42
2008	26	15	21	15	8	7	-	8	100	30
I liked the price of nearby housing										
2001	13	15	18	14	5	2	30	3	100	21
2004	16	11	8	8	5	4	45	3	100	17
2008	29	20	19	11	6	3	-	12	100	20
I bought an existing business										
2001	19	3	1	1	1	10	62	3	100	12
2004	22	3	2	2	2	9	54	6	100	13
2008	54	5	6	2	5	11	-	17	100	18
I liked the council rates										
2001	13	15	18	14	5	2	30	3	100	21
2004	23	13	16	10	4	1	29	4	100	15
2008	30	23	26	7	3	2	-	9	100	12

*'Agreement with statement' was counted as responses of 4 or more.

When choosing Malaga as a location, did you consider any other areas?

	2004 (%)	2008 (%)
Yes	48	51
No	52	49
Total	100	100

Opinions on Malaga

Do you think Malaga is a place that should be reserved specifically for industry (not general business)?	Strongly disagree	2	3	4	5	Strongly agree	NA	No response	Total	Agreement with statement*
	%	%	%	%	%	%	%	%	%	%
2001	34	14	16	11	8	11	5	1	100	30
2004	40	14	14	12	5	8	5	2	100	25

Issues

What are the things you like most about Malaga?

Positive aspects (categorised)	2004 (%)	2008 (%)
Accessibility/location	42	62
New/growing	13	6
Other	13	8
Monetary reasons	9	2
Missing	23	22
Total	100	100

What are the things you like least about Malaga?

Negative aspects (categorised)	2004 (%)	2008 (%)
Traffic issues	10	19
Crime/security issues	17	11
Landscaping/appearance issues	7	10
Accessibility/location	0	4
Monetary issues	2	3
Lack of amenities	18	4
Other	8	4
Missing	38	45
Total	100	100

Amenities/Facilities

From a business point of view, does Malaga lack any facilities?

	2001 (%)	2004 (%)
Yes	36	43
No	66	57
Total	100	100

If yes, what facilities?

Facilities lacking in Malaga	2001 (%)	2004 (%)
Banks	6	7
Restaurants/Cafes/Eateries	5	7
Post Offices/Post boxes	5	2
Supermarkets/Retail shops	4	8
Public transport	3	3
Childcare	4	1
Broadband	0	6
Other	10	7
Total	100	100

Appendix 1 – 2008 questionnaire

This is an anonymous survey. The Information Letter provides details of the survey project. By completing this questionnaire, you are consenting to take part in this survey. As it is voluntary, you do not have to answer any questions that you do not want to. You are not required to provide your name as part of the survey, therefore any contact details you supply will be completely voluntary.

About your business/organisation

Q1. What is your business/organisation (e.g. panel beater, retailer, recreational)?

--

Q2. Is your operation in Malaga...?

Independently owned and operated	
A head office company	
A subsidiary or branch company	
A franchise	
Other (please specify):	

Q3. Are the premises...?

Leased		Owned by you	
--------	--	--------------	--

Q4. What is your position/job title?

Owner		Manager		Supervisor	
Other (please specify):					

Q5. How many years has the business/organisation been in operation?

	years
--	-------

Q6. Has this business only been located in Malaga?

Yes		No	
-----	--	----	--

If no:

What was the previous location?	
How many years has it been operating in Malaga?	
Reason for moving?	

Q7. How many salaried workers are there in this business/organisation (including yourself)?

Full time		Part time		Casual/ Temp	
-----------	--	-----------	--	--------------	--

Q8. What is your annual turnover?

Less than \$100,000	
\$100,001 - \$250,000	
\$250,001 - \$500,000	
\$500,001 - \$1,000,000	
\$1,000,001 - \$5,000,000	
\$5,000,001 or more	

Your suppliers

Q9. Where are the majority of your suppliers located? (please tick one box only)

Within Malaga		Eastern States	
Eastern Perth		Nationwide	
Perth Metro		Overseas	
All of WA		Don't know	

Your customers

Q10. Where are the majority of your customers located? (please tick one box only)

Within Malaga		Eastern States	
Eastern Perth		Nationwide	
Perth Metro		Overseas	
All of WA		Don't know	

Q11. Do you export any of your products/services?

Yes		No	
-----	--	----	--

If yes:

Where is your main market?	
How much of your product is exported?	%

Your employees

(If you don't employ any staff, please go to Q17)

Q12. Do you employ apprentices or trainees?

Yes		No	
-----	--	----	--

If yes:

How many?	
Which areas do they work in?	

Q13. Do the majority of staff live within 10 mins drive?

Yes		No		Unsure	
-----	--	----	--	--------	--

Q14. How do the majority of your staff get to work (please tick one only)

Car/motorcycle		Bike	
Public transport		Walk	
Other (please specify):			

Q15. If by car do they...?

Drive solo		Car pool		Unsure	
------------	--	----------	--	--------	--

Q16. Would you/your staff consider joining a carpooling program?

Yes		No		Unsure	
-----	--	----	--	--------	--

Your use of technology

Q17. Does your business/organisation use broadband?

Yes		No	
-----	--	----	--

Q18. Do you have trouble accessing broadband?

Yes		No	
-----	--	----	--

If yes, what type of trouble?

--

Q19. Would you be interested in using fibre broadband?

Yes		No	
-----	--	----	--

Q20. Do you conduct business online (e.g. email ordering, websites, online bookings)?

Yes		No	
-----	--	----	--

Your business/organisation's expectations

Q21. Are you expecting to expand/downsize your business/organisation within the next 12 months?

Expand		Downsize		Stay the same	
--------	--	----------	--	---------------	--

Q22. If downsizing, why are you downsizing?

--

Q23. If expanding, do your plans include...?

Employing more staff	
<i>If yes, approximately how many?</i>	
Investing in new equipment	
Developing new products, services, features	
Developing new local markets	
Developing new international markets	
Expanding within Malaga	
Expanding on an existing site	
Moving out of Malaga	
<i>If yes, where to and why?</i>	
Other (please specify):	

Q24. Do you conduct any research and development?

Yes		No	
-----	--	----	--

If yes, what % of your turnover is this?

--

Labour and skills shortages

Q25. Do you currently have staff vacancies?

Yes		No	
-----	--	----	--

If yes, how many?

--

Are you having difficulties filling them?

Yes		No	
-----	--	----	--

Q26. Do you have suggestions on how to improve skilled labour in the workforce?

--

Business/organisation support services

Q27. Are you aware of any of the services or programs offered by (please tick all that apply)...

AusIndustry	
AusTrade	
Enterprise Connect	
Small Business Development Corporation (SBDC)	
Department of Industry and Resources (DoIR)	
Small Business Centre (Stirling, Midland)	
Chamber of Commerce and Industry (CCI)	
The City of Swan	
www.malagabusiness.com.au	
Malaga and Districts Business Association (MDBA)	
Swan Chamber of Commerce (SCC)	

Q28. Do you use any of the above services/programs?

Yes		No	
-----	--	----	--

If yes, which ones?

--

Q29. Are you a member of any business/organisation associations?

Yes		No	
-----	--	----	--

If yes, which ones?

--

Q30. Are you a member of any professional associations?

Yes		No	
-----	--	----	--

If yes, which ones?

--

Q31. If there was an environmental program specific to your industry, would you participate?

Yes		No	
-----	--	----	--

Q32. What do you consider to be the key environmental concerns in your industry?

--

Q33. Are you implementing energy saving practices?

Yes		No	
-----	--	----	--

Q34. Are you aware of the "Malaga Crime Management Forum"?

Yes		No	
-----	--	----	--

Q35. What are your main concerns regarding crime?

--

Q36. Can you suggest ways to reduce crime in Malaga?

--

Reasons for being located in Malaga

Q37. Please circle a number from 1 (Strongly Disagree) to 6 (Strongly Agree) that best describes why you chose Malaga as your business/organisation's location. Please answer ALL questions.

I chose Malaga as my business location because...	Strongly disagree					Strongly agree
It is close to my suppliers	1	2	3	4	5	6
It is close to my customers	1	2	3	4	5	6
It is close to my home	1	2	3	4	5	6
It is close to major roads	1	2	3	4	5	6
Space/land was readily available	1	2	3	4	5	6
It is close to other industrial areas	1	2	3	4	5	6
It is close to the airport	1	2	3	4	5	6
It is close to the Perth CBD	1	2	3	4	5	6
I liked the look of the area	1	2	3	4	5	6
I liked the lease/rental prices	1	2	3	4	5	6
I liked the price of land	1	2	3	4	5	6
I liked the council rates	1	2	3	4	5	6
I liked the price of nearby housing	1	2	3	4	5	6
It is a growing area	1	2	3	4	5	6
It is a good investment area	1	2	3	4	5	6
I bought an existing business	1	2	3	4	5	6
Other (please specify)	1	2	3	4	5	6

Q38. When choosing Malaga as a location, did you consider any other areas?

Yes		No	
-----	--	----	--

If yes, where?

--

Operating in Malaga

Q39. Please circle a number from 1 (Strongly Disagree) to 6 (Strongly Agree) that best describes why you choose to operate your business/organisation in Malaga. Please answer ALL questions.

I choose to operate my business/organisation in Malaga because...	Strongly disagree					Strongly agree	N/A
Malaga is an attractive place to do work	1	2	3	4	5	6	
There is adequate and easy access to cafes/lunch bars	1	2	3	4	5	6	
Malaga is well promoted as a place to do business	1	2	3	4	5	6	
Power supplies are reliable and well maintained	1	2	3	4	5	6	
It is easy for suppliers to access us	1	2	3	4	5	6	
My staff feel safe getting to/from work	1	2	3	4	5	6	
There are few traffic issues	1	2	3	4	5	6	
Public parking is adequate	1	2	3	4	5	6	
There is adequate proximity to retail outlets (i.e. groceries)	1	2	3	4	5	6	
There is adequate broadband access	1	2	3	4	5	6	
Public transport is sufficient	1	2	3	4	5	6	
There is sufficient access to banks and other commercial services	1	2	3	4	5	6	
Council rates are reasonable for services	1	2	3	4	5	6	
There is adequate room for expansion of my business	1	2	3	4	5	6	
There is adequate open storage provided on lots	1	2	3	4	5	6	
There is adequate open space/parks in Malaga	1	2	3	4	5	6	
There are adequate footpaths and cycle paths	1	2	3	4	5	6	
Other (please specify):	1	2	3	4	5	6	

Q40. Should each property owner in Malaga have clear standardised street numbers displayed?

Yes		No	
-----	--	----	--

Q41. Do you feel that landscaping on your property, by your business, is of value to the presentation of Malaga?

Yes		No	
-----	--	----	--

Comment:

--

Q42. The City of Swan is committed to continuous improvement in the Malaga area, and in order to do this it is important to know what issues are currently affecting businesses in the area. Please list and explain the top issues currently affecting your business, starting with the most important to you:

1.	
2.	
3.	

Q43. "If I had \$5 million to spend on improving Malaga in the next year, I would..."

--

Q44. What do you like the most about being in Malaga?

--

Q45. What do you dislike the most about being in Malaga?

--

About Yourself

Q46. Your gender

Male		Female	
------	--	--------	--

Q47. Your age

Under 30		31-40		41-50		51-60		Over 60	
----------	--	-------	--	-------	--	-------	--	---------	--

Q48. Your home postcode

--

Thank you for your time in contributing to this survey

Your opinions are very important to us, so we would like to ask if you would be prepared to participate in a group discussion on some of the issues raised by the survey. This will be held in Malaga in November. If you would like to participate, please fill in your contact details or attach a business card below and one of the research team from Edith Cowan University or a representative from the City of Swan will be in touch.

Name	
Business	
Address	
Phone	
E-mail	

☐ Please tick this box if your staff are also interested in participating

Appendix 2 – 2004 questionnaire



Your Business

1. What is your business? (eg. panel beater, cabinet maker, deli/café – please be as specific as possible)
- _____
2. Is your business:
- ☐_1 Wholesale
- ☐_2 Retail
- ☐_3 A combination of both
3. Is your operation in Malaga: (please tick one box only)
- ☐_1 Independently owned & operated
- ☐_2 A head office company
- ☐_3 A subsidiary or branch company
- ☐_4 A franchise
- ☐_5 Other (please specify) _____
4. What is your position/job title?
- ☐_1 Owner ☐_4 Manager
- ☐_2 Supervisor
- ☐_3 Other (please specify) _____
5. How many years has the business been in operation?
- _____
6. How many years has the business been in Malaga?
- _____
7. Has this business only been located in Malaga?
- ☐_1 Yes ☐_2 No
- a) If no, where was your business located previously?
- _____
- b) How long did your business operate at its former location?
- _____
- c) What was your primary reason for moving?
- _____
8. How many people work in this business (including yourself)?
- _____ Full-time
- _____ Part-time
- _____ Casual
- _____ Temporary/contract
9. Do you employ trainees or apprentices?
- ☐_1 Yes ☐_2 No
- a) If yes, how many?
- _____
- b) What areas of operation do they work in?
- _____

Your Customers/Clients

10. Where are the majority of your customers located? (please tick one box only)
- ☐_1 Within Malaga ☐_4 All of WA
- ☐_2 Eastern States ☐_5 Eastern Region of Perth
- ☐_3 Metro Perth ☐_6 Overseas
11. Do you export any of your products?
- ☐_1 Yes ☐_2 No
- a) If yes, where is your main market?
- _____
- b) How much of your product is exported?
- _____ %

Your Employees

12. Do the majority of your staff live within 10 minutes drive from Malaga?
- ☐_1 Yes ☐_2 No ☐_3 Not sure
13. How do the majority of your staff get to work? (please tick one box only)
- ☐_1 Car/motorcycle ☐_4 Bicycle
- ☐_2 Public transport ☐_5 Walking
- ☐_3 Other (please specify) _____
- a) If by car, do they:
- ☐_1 Drive? ☐_2 Car pool? ☐_3 Don't know

Your Suppliers (business inputs)

14. Where are the majority of your suppliers located? (please tick one box only)
- ☐_1 Within Malaga ☐_5 All of WA
- ☐_2 Other States ☐_6 Eastern Region of Perth
- ☐_3 Metro Perth ☐_7 Overseas

Your Use of Technology

15. Does your business use email or the Internet?
- ☐_1 Yes (Go to Q17) ☐_2 No
16. Does your business intend to get access to email or Internet?
- ☐_1 Yes ☐_2 No (Go to Q21)
- a) If yes, do you intend to get one within:
- ☐_1 one year ☐_2 two years

17. Do you conduct business online?

☐₁ Yes ☐₂ No

a) If no, why not?

b) If not, do you feel you need assistance?

☐₁ Yes ☐₂ No

18. Do you have broadband?

☐₁ Yes ☐₂ No ☐₃ Don't Know

a) If yes, what type?

19. Do you think broadband access would improve your business?

☐₁ Yes ☐₂ No

20. Do you use the Malaga business website?

☐₁ Yes ☐₂ No

Your Business Expectations

21. Are you expecting to expand your business within the next 12 months?

☐₁ Yes ☐₂ Not sure ☐₃ No (please go to Q 24)

If yes/not sure, do your plans include:

a) Employing more staff?

☐₁ Yes ☐₂ No

If yes, approximately how many?

b) Investing in new equipment?

☐₁ Yes ☐₂ No

c) Developing new products or services?

☐₁ Yes ☐₂ No

d) Developing new local markets?

☐₁ Yes ☐₂ No

e) Developing new international markets?

☐₁ Yes ☐₂ No

f) Moving to larger premises within Malaga?

☐₁ Yes ☐₂ No

g) Expanding on existing site?

☐₁ Yes ☐₂ No

h) Moving out of Malaga?

☐₁ Yes ☐₂ No

If yes, where & why?

22. Do you require assistance in achieving any of the above goals?

☐₁ Yes ☐₂ No

a) If yes, what type of assistance? (ie grant applications, HR Management)

23. Do you conduct any research and development?

☐₁ Yes ☐₂ No

a) If yes, what percentage of your turnover?

Business Support Services

24. Are you aware of the business services or programs

offered by:

a) AusIndustry

☐₁ Yes ☐₂ No

AusTrade

☐₁ Yes ☐₂ No

b) City of Swan

☐₁ Yes ☐₂ No

Malaga BEC

☐₁ Yes ☐₂ No

c) Chamber of Commerce and Industry

☐₁ Yes ☐₂ No

d) Department of Industry and Resources

☐₁ Yes ☐₂ No

e) Malaga Districts Business Association

☐₁ Yes ☐₂ No

f) Small Business Development Corporation

☐₁ Yes ☐₂ No

25. Do you use these services?

☐₁ Yes ☐₂ No

a) If yes, which ones?

26. What is your preferred method of accessing information?

☐₁ Email ☐₄ One-to-one

☐₂ Seminar ☐₅ Newsletter updates

☐₃ Other (please specify) _____

27. Are you a member of any business associations?

☐₁ Yes ☐₂ No

a) If yes, which ones?

28. Are you a member of any professional associations?

☐₁ Yes ☐₂ No

a) If yes, which ones?

29. Are you aware of the cleaner production program?

☐₁ Yes ☐₂ No

30. If the City of Swan facilitated an environmental program specific to your industry would you participate?

☐₁ Yes ☐₂ No

31. What are key environmental concerns specific to your industry?

Reasons for Being in Malaga

Please circle a number from 1 (Strongly Disagree) to 6 (Strongly Agree) that best describes why you chose Malaga as your business location. If the question is not applicable or you are not sure, please circle 9. Please answer all questions.

I chose Malaga as my business location because...

	Strongly Disagree					Strongly Agree	Not applicable
32. It is close to my suppliers	1	2	3	4	5	6	9
33. It is close to my customers	1	2	3	4	5	6	9
34. It is close to my home	1	2	3	4	5	6	9
35. It is close to major roads	1	2	3	4	5	6	9
36. Space/land was readily available	1	2	3	4	5	6	9
37. It is close to other industrial areas	1	2	3	4	5	6	9
38. It is close to the airport	1	2	3	4	5	6	9
39. It is close to Perth's CBD	1	2	3	4	5	6	9
40. I liked the look of the area	1	2	3	4	5	6	9
41. I liked the lease/rental prices	1	2	3	4	5	6	9
42. I liked the price of land	1	2	3	4	5	6	9
43. I liked the price of nearby housing	1	2	3	4	5	6	9
44. I liked the council rates	1	2	3	4	5	6	9
45. It is a growing area	1	2	3	4	5	6	9
46. It is a good investment area	1	2	3	4	5	6	9
47. I bought an existing business	1	2	3	4	5	6	9
48. Other (please specify) _____	1	2	3	4	5	6	9

49. When choosing Malaga, did you consider any other areas?

☐_1_ Yes ☐_2_ No

a) If yes, where?

50. What are the best reasons for having a business in Malaga?

51. What are areas in which Malaga could be improved?

Your Views on Malaga

Please circle a number from 1 (Strongly Disagree) to 6 (Strongly Agree) that best describes why you chose Malaga as your business location. If the question is not applicable or you are not sure, please circle 9.

Do you think that Malaga...

	Strongly Disagree						Strongly Agree	Not sure
52. Is a place that should be reserved specifically for industry (not retail business)?	1	2	3	4	5	6		9

53. From a business point of view, does Malaga lack any facilities?

☐1 Yes ☐2 No

a) If yes, what are they?

54. Would you like to take part in a discussion about issues concerning doing business in Malaga?

☐1 Yes ☐2 No

(If yes, please ensure you complete your details at the end of this survey)

The City of Swan

55. What services have you used in the past 12 months? (ie planning & development, environmental health, sustainability programs)

56. Are you aware of the:

- | | | |
|--|--------------------------------|-------------------------------|
| a) City of Swan website (www.swan.wa.gov.au) | <input type="checkbox"/> 1 Yes | <input type="checkbox"/> 2 No |
| b) Malaga website (www.malagabusiness.com.au) | <input type="checkbox"/> 1 Yes | <input type="checkbox"/> 2 No |
| c) Malaga Business Development Officer | <input type="checkbox"/> 1 Yes | <input type="checkbox"/> 2 No |
| d) City of Swan Customer advocate | <input type="checkbox"/> 1 Yes | <input type="checkbox"/> 2 No |

About Yourself (optional)

57. Are you: ☐1 Male ☐2 Female
58. Your age: ☐1 Under 30 ☐3 31 – 40 ☐5 41 – 50
- ☐2 51 – 60 ☐4 Over 60

59. What is your home postcode? _____

Please fill in your name and contact details, or attach your business card so that you can go into the prize draw to win a \$250.00 voucher to be spent at any Malaga business of your choice.

Name: _____

Business: _____

Address: _____

Telephone: _____

Thank you for taking time to complete this questionnaire. Your answers will be very helpful in assisting the City of Swan in formulating better business strategies for Malaga.

Appendix 3 – 2001 questionnaire

Your Business

1. What is your business? (eg. panel beater, cabinet maker, deli/café – please be as specific as possible)

2. Is your business: (please tick one box only)

- ☐ Independently owned & operated
☐ A head office company
☐ A subsidiary company
☐ A franchise
☐ Other (please specify)

3. What is your position/job title?

- ☐ Owner
☐ Manager
☐ Supervisor
☐ Other (please specify)

4. How long has the business been operating?

_____ Years

5. Has this business only been located in Malaga?

- ☐ Yes ☐ No

If no, where was your business located previously?

Why did you move?

6. What is the total land area of your business premises?

_____ m² (approx.) ☐ Don't know

7. Approximately how much of your total area is used for:

_____ %	Production/Manufacturing
_____ %	Storage/Warehousing
_____ %	Display/Showroom
_____ %	Administration / Office
_____ %	Retail / Sales
_____ %	Other (please specify) _____
_____ 100 %	

8. How many people work in this business (including yourself)?

_____ Full-time
 _____ Part-time

Your Customers/Clients

9. Where are the majority of your customers located? (please tick one box only)

- ☐ Within Malaga ☐ All of WA
☐ Eastern Region of Perth ☐ Eastern States
☐ Metro Perth ☐ Overseas
☐ Other (please specify) _____

10. Are your customers mainly:

- ☐ Other businesses
☐ The general public
☐ A combination of both

11. Do you export any of your products?

- ☐ Yes ☐ No

If yes, where is your main market?

 How much of your product is exported? _____ %
 (approx.)

Your Suppliers (business inputs)

12. Where are the majority of your suppliers located? (please tick one box only)

- ☐ Within Malaga ☐ All of WA
☐ Eastern Region of Perth ☐ Eastern States
☐ Metro Perth ☐ Overseas
☐ Other (please specify) _____

13. Are you a joint-venture company?

- ☐ Yes ☐ No

If yes, is/are your partner/s located in: (please tick all that applies)

- ☐ Within Malaga ☐ All of WA
☐ Eastern Region of Perth ☐ Eastern States
☐ Metro Perth ☐ Overseas

14. Do you tender for business in partnership with any other businesses?

- ☐ Yes ☐ No

If yes, is/are your partner/s in: (please tick all that applies)

- ☐ Within Malaga ☐ All of WA
☐ Eastern Region of Perth ☐ Eastern States
☐ Metro Perth ☐ Overseas

Your Use of Technology

15. Do you have a business e-mail address?

☐ Yes ☐ No

if no do you intend to get one within

☐ within a year ☐ within 2 years ☐ never

16. Do you have a business web page?

☐ Yes ☐ No

if no do you intend to get one within

☐ within a year ☐ within 2 years ☐ never

17. Do you order supplies on-line?

☐ Yes ☐ No

18. Do you sell on-line?

☐ Yes ☐ No

if no, why not?

19. Do you conduct your business banking on-line?

☐ Yes ☐ No ☐ Not sure

20. Do you pay any business accounts on-line?

☐ Yes ☐ No ☐ Not sure

21. Do you expect your use of electronic business to increase in future?

☐ Yes ☐ No ☐ Not sure

Your Business Expectations

22. Do you have business growth plans for the next 12 months?

☐ Yes ☐ Not sure ☐ No (please go to Q.24)

If yes, do your plans include:

a) Employing more staff?

☐ Yes ☐ No

If yes, approximately how many?

b) Investing in new equipment?

☐ Yes ☐ No

c) Developing new products or services?

☐ Yes ☐ No

d) Developing new markets?

☐ Yes ☐ No

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e) Moving to larger premises?

☐ Yes ☐ No

f) Expanding on existing site?

☐ Yes ☐ No

g) Moving out of Malaga?

☐ Yes ☐ No

If yes, where & why?

Your Employees

23. Do the **majority** of your staff live within 10 minutes drive from Malaga?

☐ Yes ☐ No ☐ Not sure

How do the **majority** of your staff get to work? (please tick one box only)

☐ By car/motorcycle ☐ By bicycle
☐ By public transport ☐ By walking
☐ Other (please specify)

If by car, do they:

☐ Drive? ☐ Car pool? ☐ Don't know

Have you or your customers experienced transportation or parking or traffic difficulties in Malaga?

☐ Yes ☐ No

If yes, what & where?

Use of Professional Services

Do you use a local (ie. within Malaga):

Accountant ☐ Yes ☐ No
Lawyer ☐ Yes ☐ No
IT Support ☐ Yes ☐ No
Business Adviser ☐ Yes ☐ No
Other (please specify):

27. Would you use local professional/business services if available in Malaga?

☐ Yes ☐ No

If no, why not?

Reasons for Being in Malaga

Please circle a number from 1 (Strongly Disagree) to 6 (Strongly Agree) that best describes why you chose Malaga as your business location. If the question is not applicable or you are not sure, please circle 9. Please answer **all** questions.

I chose Malaga as my business location because...

	Strongly Disagree					Strongly Agree	Not applicable
28. It is close to my suppliers	1	2	3	4	5	6	9
29. It is close to my customers	1	2	3	4	5	6	9
30. It is close to my home	1	2	3	4	5	6	9
31. It is close to major roads	1	2	3	4	5	6	9
32. Space/land was readily available	1	2	3	4	5	6	9
33. It is close to other industrial areas	1	2	3	4	5	6	9
34. It is close to the airport	1	2	3	4	5	6	9
35. It is close to Perth's CBD	1	2	3	4	5	6	9
36. I liked the look of the area	1	2	3	4	5	6	9
37. I liked the lease/rental prices	1	2	3	4	5	6	9
38. I liked the price of land	1	2	3	4	5	6	9
39. I liked the price of nearby housing	1	2	3	4	5	6	9
40. I liked the reasonable council rates	1	2	3	4	5	6	9
41. It is a growing area	1	2	3	4	5	6	9
42. It is a good investment area	1	2	3	4	5	6	9
43. I bought an existing business	1	2	3	4	5	6	9

Your Swan City Council

Please circle a number from 1 (Strongly Disagree) to 6 (Strongly Agree) that best describes why you chose Malaga as your business location. If the question is not applicable or you are not sure, please circle 9. Please answer **all** questions.

The Swan City Council...

	Strongly Disagree					Strongly Agree	Not applicable
44. Provides good business advice	1	2	3	4	5	6	9
45. Provides good information related to my business operation	1	2	3	4	5	6	9
46. Looks after the landscaping in Malaga well	1	2	3	4	5	6	9
47. Has a flexible approach to development	1	2	3	4	5	6	9

48. Do the Council's development regulations cater to your needs?

☐ Yes ☐ No ☐ Don't know

If no, why not?

Your Views on Malaga

Please circle a number from 1 (Strongly Disagree) to 6 (Strongly Agree) that best describes why you chose Malaga as your business location. If the question is not applicable or you are not sure, please circle 9. Please answer all questions.

Do you think that Malaga...

	Strongly Disagree					Strongly Agree		Not sure
49. Is a place that should be reserved specifically for industry (not general business)?	1	2	3	4	5	6		9
50. Should be opened up for more commercial and retail businesses?	1	2	3	4	5	6		9

The Malaga Business Enterprise Centre (BEC) was...

	Strongly Disagree					Strongly Agree		Not applicable
51. Provided a useful service to my business	1	2	3	4	5	6		9
52. Was responsive to my business	1	2	3	4	5	6		9

53. From a business point of view, does Malaga lack any facilities?

☐ Yes ☐ No

If yes, what are they?

54. Are there any comments you would like to make about doing business in Malaga?

55. Would you like to take part in a discussion about issues concerning doing business in Malaga?

☐ Yes ☐ No

About Yourself

56. Are you: ☐ Male ☐ Female

57. Your age: ☐ Under 30 ☐ 31 – 40 ☐ 41 – 50 ☐ 51 – 60 ☐ Over 60

58. What is your home postcode?

Please fill in your name and contact details, or attach your business card so that you can go into the prize draw to win a **\$250.00** voucher to be spent at any Malaga business of your choice.

Name:

Business:

Address:

Telephone:

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